

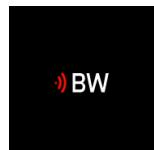
Internet Broadcasters Guide For Website Development



Written By
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www.ScenicRadio.Com

Relaxing Entertainment for the World



www.BroadcastingWorld.Com

Global Broadcast Information Portal

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www.clker.com/clipart-jigsaw-puzzle.html

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About The Author

David Childers is the Content Manager for the Global Broadcasting portal www.BroadcastingWorld.com. He is very active in the Internet broadcast industry and has written numerous guides and a book about this growing technological field. He is also the webmaster of www.ScenicRadio.com, the global destination for relaxing entertainment.

Mr. Childers' work has been cited in several national and International publications, including these:

Five Essays on Copyright In the Digital Era
Turre Publishing

Research On High-Profile Digital Video Production
Digital Content Association of Japan

Video Podcasting in Perspective: The History, Technology, Aesthetics and Instructional Uses of a New Medium
Journal of Educational Technology Systems

Video Podcasting: When, Where and How it's Currently used for Instruction
The National Convention of the Association for Educational Communications and Technology

IP Packet Charging Model For Multimedia Services
National University of Rwanda

Preservation of audiovisual mediums: Problems and challenges
Platform for Archiving and Preservation of Art on Electronic and Digital Media

P2P Technology Trend and Application to Home Network
Electronics and Telecommunications Research Institute Journal

Peer To Peer Computing - The Evolution of a Disruptive Technology
Idea Group Publishing

Peer-to-Peer Systems and Applications
Lecture Notes In Computer Science
Springer Berlin / Heidelberg

Feedback

Please feel free to contact the author if you have any questions or comments. Your feedback is greatly appreciated.

You can contact the author here: www.KL7AF.com

Foreword

Welcome my fellow readers.

Once more I delve into the dark corners of technology and information to shine the light of knowledge for you. Information has no value unless it is known by many, thus it is important to spread the wealth of wisdom to others.

Music is the key to inspiration, regardless of the genre. It is a tapestry of sound and feeling that can open the mind to great possibilities. Guy Chamber's song "Belle journée pure ne rien faire" from his album - Isis Project, provided the inspiration for this journey of creativity.

I would like to thank Scarlet Coker for providing assistance with the editing of the manuscript and James Davey at Broadcasting World for allowing me the opportunity to create this guide.

It is my sincere hope that the reader finds this guide beneficial.

David Childers
www.scvi.net

October 2011

Posveèeno Neži Vidmar.



Non est ad astra mollis e terris via.

Life is a continuous exercise in creative problem solving.

Michael J. Gelb

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Introduction

It is important for an Internet broadcast station to have a viable web presence. This provides the ability to promote and market the station, in addition to providing an outlet for additional content. The website can also be used as a platform for revenue generation through advertising.

There are several critical elements that should be considered in the development and maintenance of the station website. These elements can sustain the life of the website or it can doom it to a quick failure. It is important to understand that the upkeep of the website is an on going process.

A website should never be carved into stone, it should be considered a continuous project of constant change. This encompasses both the information and entertainment value that is presented. Fresh and unique content will continue to draw visitors back to the website and attract new ones. Variety is the spice of life and this should be the inspiration for creating or obtaining content for the website.

It is essential to take the essence of the broadcast station and convey that through the website. The very heart and soul of any broadcast station is the feeling that it generates and this should be conveyed by the website as well. This feeling will create a cohesive bond with the audience members and casual observers.

It is also important to focus the content of the website to the desired audience. This will help establish a core audience presence and attract like minded visitors.

Audience

It is very important to clearly identify the desired audience of the website. This information will make the task of designing and maintaining the website much easier. This information can also allow the website to effectively target the core audience and not waste time or effort in attracting people that may not be interested.

It may be necessary to concentrate or narrow the type of content used on the website. Finding a content niche provides a greater opportunity to attract a more dedicated group of website users.

Information that can be used to target an audience includes:

- Type of content presented
- Geographical region
- Ethnic background
- Social group
- Age group
- Gender group
- Economic group

Interests, Activities, and Opinions (IAO) are variables that should also be considered when researching and defining the website visitor. This information can be used to further define the audience.

Such variables include:

- Personality
- Values
- Attitudes
- Interests
- Lifestyles

Explore and use the individuality of the broadcast station. Find a niche and strive to promote that unique characteristic.

Some questions to consider include:

- What makes this station different from other stations?
- How is the station unique ?

Some examples of comparative unique qualities include:

- Genre
- Location
- DJ's
- Website
- Type of shows
- Other

Planning

When a website is created several things must be taken into consideration. It is important to provide clean, clear and concise content for the website. Using lots of “bells and whistles” can detract from the users overall enjoyment. It can also limit their ability to easily access the full resources and information available to them on the station website.

Do not allow the website to become a display of stale static content, offer the website visitor features to engage them and keep them coming back.

These features can include:

- Entertainment
- Information
- Community experience

Things to consider when planning include:

- The Three S's.

* Short:

- Present information concisely
- Make the content bite size for easy consumption

* Simple:

- Present information clearly
- Use standard English
- Avoid the use of slang phrases

* Sweet:

- Make the content informative
- Make the content entertaining
- Make the content relevant to the target audience

- Develop content naturally:

- * Use imagination
- * Use creativity
- * Use uniqueness

- Fonts:

- * Use medium size
- * Use a style that is easy to read

- Colors:

- * Light background
- * Heavy / dark font
- * Do not overpower content with dramatic color combinations
- * Blend colors smoothly with content

- The website should contain a mix of both text and relevant graphics

- * The text and graphics should be balanced with white space, which will prevent the look of cluttered content
- * Maintain a balance or symmetry of the page format

- Graphics:

- * Do not overpower content with graphics
- * Blend graphics smoothly with content
- * Have a clear meaning or reason why specific ones are used
- * Use quality images that can be easily seen

- Clearly distinguish individual website sections.

- Check content for errors:

- * Grammar
- * Spelling
- * Format

(KISS - Keep It Simple Stupid)

- Use quality content and update the content regularly.

- The website should be easy to navigate.
- Use alt tags for embedded multimedia.
- If the website includes advertising:
 - * Blend the advertising within the content.
 - * Do not over saturate the website with advertising.
- Avoid using Flash, Frames and Ajax for primary content pages - such as Index or landing pages.
- Avoid configuring audio or video files to automatically start when a web page opens.
- Check the website for spelling and grammar.
- Do not use excessive website scripting.
- Use internal banners to direct people to specific parts of the website.
- Provide attributes to any information used from outside sources.
- Produce the website in multiple language formats if the audience is multilingual or multinational.
- Incorporate a Social Media share button within the website content.

Implementation

It is important that the website include specific pages. These pages will provide maximum information potential to both the frequent and causal website visitor. It will also allow visitors to interact with both the station and other visitors. Creating a viable community centered around the station is very important for the stations continuous success as well as that of the website.

Important pages to include:

- Social media connection.

- * Google +
- * Facebook
- * Twitter

- About.

- * Purpose of station
- * Target audience

- Stream display.

- * Playlist of broadcast (Audio)

- Community page.

- * Chatbox
- * Forum

- Broadcast page.

- * Access stream

- Contact information.

- * E-mail address
- * Skype ID
- * Yahoo Messenger ID
- * Microsoft Messenger ID

* Postal address

* Telephone number

- Station blog.

- * Events
- * News
- * Schedules
- * Changes

- Station photos.

- * Events
- * Studios
- * Equipment
- * Staff

- Activities.

(These can be coordinated with station the broadcast transmission.)

- * Contests
- * Games

- Multimedia.

- * Video
- * Audio

- Daily content

- * News
- * Features
- * Articles
- * Weather

Embedded Player And Stream Links

It is important to give website visitors the ability to immediately receive the stations Internet broadcast.

These players can be embedded into the station website to allow immediate distribution of content.

- FFMp3.

Open source Flash MP3/OGG live stream player.

ffmp3.sourceforge.net

- jlGui player.

Open source Java applet to play any MP3 or OGG Vorbis file/stream.

www.javazoom.net/applets/joguiapplet/joguiapplet.html

- JW player.

Flash & HTML5 Video Player for FLV, H.264, MP3 and YouTube Videos for station website.

www.longtailvideo.com/players/jw-flv-player

- Mobile phone stream.

This allows mobile phone and tablet users to connect to the station Internet broadcast.

This is a HTML / PHP / JavaScript that is embedded into a HTML website.

This is NOT an APP that installs on a mobile phone.

* Blackberry

* iPhone

* Android

www.shoutcaststreaming.us/scs_mobile2.html

- Playlist generator.

Generate Internet Radio Playlists for the internet broadcast station.

* PLS (Winamp, iTunes)

* M3U (Windows Media Player)

* RAM (Real Media)

servers.internet-radio.org.uk/tools/playlistgenerator/

Content

Relevant content is very important to the success of the website. It is what defines the website and will attract people and keep them coming back. It is also important that the content match the intended target audience.

Website content should:

- Educate.
- Entertain.
- Inform.

The content can consist of audio, video, graphic and text material. A broadcasters website can also be used to distribute additional multimedia material and become a content rich web portal.

It is important to remember copyright considerations and acceptable use policies when using existing content from other sources. Terms Of Use for content are subject to change without notice.

It is important to use social media to attract people. Post multimedia content on the stations linked social media network.

Such content can include:

- Video.
- Audio.
- Pictures.

Do not rely on social media to post all the station information. This reduces the value of the website and decreases the revenue potential. Use social media to attract potential audience members and visitors.

Non-Multimedia Content

RSS feeds can be used as a source of free information to embed / display on the station website.

Some examples include:

Photos

www.photoforum.ru/rss.en.html
www.webshots.com/page/rssLearnMore
help.smugmug.com/customer/portal/articles/93263
blog.photobucket.com/blog/2007/05/why_yes_we_have.html
www.flickr.com/services/feeds
help.bluemelon.com/news/158-feeds
picasa.google.com/support/bin/answer.py?hl=en&answer=99373
picasa.google.com/support/bin/answer.py?answer=47351

News

www.google.com/support/news/bin/answer.py?answer=59255&hl=en
www.bbc.co.uk/news/10628494
www.voanews.com/english/rss/
www.rferl.org/rsspage.aspx
www.rfa.org/english/rss/
en.rian.ru/docs/about/rss.html

Feed 2 Js

This is an Open Source java script to embed RSS content on a website.

www.feed2js.org

NOTE

RSS Feed distributors can periodically change their Terms Of Service for use. Please review the latest Terms Of Service for use of RSS feeds.

Additional Content

There are several websites that offer webmasters the opportunity to embed fresh daily content for free. This content is based on various topics.

These topics include:

- Quote of the day.
- Today in history.
- Famous peoples birthday today.
- Picture of the day.
- Word of the day.
- Daily weather forecast.

Self hosted scripts can also be incorporated to embed similar content onto the station website.

Both daily content and scripting information can be located using Google.

Existing Multimedia Content

Multimedia content can be used to attract and retain website visitors. This is content that the station can use from existing sources on the Internet and embed the content on the station website.

www.embedr.com

Create a free embeddable YouTube playlist player that can be added to any website.

Playlist criteria based on:

- Youtube keyword & category
- YouTube username
- YouTube playlist

www.youtubereloaded.com

Create a free embeddable YouTube playlist player that can be added to any website.

Playlist criteria based on:

- Youtube search
- User's favorites
- Related videos
- User's uploads

www.widgetbox.com/widget/youtube

Create a free embeddable YouTube playlist player that can be added to any website.

Playlist criteria based on:

- Usernames
- Usernames favorites
- Meta tag

www.tubepress.org

An open source PHP library that displays YouTube and Vimeo videos and galleries in wordpress.

Playlist criteria based on:

- "Favorites" of a YouTube user
- Videos from a YouTube playlist
- YouTube videos matching a search term
- Videos uploaded by a YouTube user
- "Featured" videos on YouTube's homepage
- Most-viewed videos on YouTube from the past day, week, month, or all-time

Created Multimedia Content

Multimedia content can be created by the station and published on the Internet for general distribution.

Video

Individual video programs can be created and uploaded to the Internet and embedded on the station website. The video programs can serve a dual purpose by allowing other webmasters to embed the content on their website as well.

These are examples of YouTube channels and other video channels.

www.youtube.com/user/modmobilian
www.youtube.com/user/youthradio
www.youtube.com/user/RCTVorg
www.youtube.com/user/PublicAccessTVdotCA
www.youtube.com/elobservadorenlinea
www.youtube.com/user/thepublicaccessshow
www.youtube.com/user/Petaluma360

www.torrentfreak.tv
www.revision3.com

- Webcam

Broadcast live video of the studio.

These are examples of services that provide free video streaming:

www.ustream.tv
www.livestream.com
www.justin.tv

Audio

Individual audio programs can also be created and uploaded to the Internet then embedded on the station website. The audio programs can serve a dual purpose by allowing other webmasters to embed the content on their website as well.

www.blogtalkradio.com
www.spreaker.com
www.podbean.com
www.mypodcast.com

Multimedia Software Tools

The following free Linux based software can be used for the creation and editing of multimedia content.

- AV Linux.

A non-GPL custom created Linux based Operating System built from a hand-picked selection of available tools including:

- * Debian/GNU Linux
- * LXDE Lightweight X Desktop Environment
- * Remastersys Tools
- * linuxDSP Audio Plugins
- * Ardour Digital Audio Workstation
- * Hydrogen Drum Machine
- * Rosegarden Audio/MIDI Score Editor
- * Qtractor Audio/MIDI Sequencer
- * Guitarix
- * Openshot Video Editor
- * LIVES Video Editor
- * CinelerraCV Video Editor

(Live DVD – no installation required.)

www.bandshed.net/AVLinux.html

- WebcamStudio.

A GNU/Linux program that creates a virtual webcam that can mix several video sources together.

www.ws4gl.org

- DeVeDe.

A open source Linux program to create video DVDs and CDs (VCD, sVCD or CVD).

www.rastersoft.com/programas/devede.html

- Arista.

An easy to use multimedia transcoder for the GNOME Desktop.

www.transcoder.org

**Free Graphics
(Public Domain / Creative Commons)**

Creative commons content search.
search.creativecommons.org

Public Domain paintings - Directmedia, Yorck Project and Wikipedia collaboration.
[commons.wikimedia.org/wiki/Category:PD-Art_\(Yorck_Project\)](http://commons.wikimedia.org/wiki/Category:PD-Art_(Yorck_Project))

Archive of clip art that can be used for free for any use.
www.openclipart.org

Scanned images, engravings and pictures from old books.
www.fromoldbooks.org

Provides a large collection of illustrations scanned from old books.
www.oldbookillustrations.com

Free illustrations, pictures, drawings, maps and other images scanned from antiquarian, public domain books and other old documents.
www.oldbookart.com

Public domain photographs.
www.public-domain-photos.com

Public domain photographs.
www.publicdomainpictures.net

Public domain photographs.
www.pdphoto.org

Creative commons images.
www.wikipedia.org

Website Additions

Adding additional features to the website can improve its function and use.

- Google search engine for the station website.

www.google.com/sitesearch

- Google Analytics is a free web analytics solution that provides a comprehensive look at website traffic.

www.google.com/analytics

- Track outbound clicks on the station website.

<http://www.google.com/support/analytics/bin/answer.py?answer=55527>

- Google gadgets for the station website.

www.google.com/webelements/#!/custom-search

- Google voice.

www.google.com/voice

- Google voice widget can be added to the station website.

www.google.com/support/voice/bin/answer.py?hl=en&answer=115128

Content Sharing

- Add This.

This service gives end users a simple and easy way to share content across the social web.

www.addthis.com

- Share This.

This service offers the an innovative sharing platform for today's social audience.

www.sharethis.com

- Add To Any.

This service is the an all-inclusive sharing platform.

www.addtoany.com

Website Traffic

Website visitor statistics can be used to track the effectiveness of content. This information can provide useful information on various aspects of website visitors and the broadcast audience habits. Portions of the website that are promoted can be monitored for additional traffic activity by analyzing the website traffic logs.

Statistics can also be used in helping to improve weak areas in the current website content. These weak areas can be reinforced by adding to or modifying existing website content.

The most important website statistics are:

- Unique visitors.
- Repeat visitors.
- Visitor IP addresses.
- Total page views.
- Entry pages.
- Exit pages.
- Files accessed.
- Failed requests. (This can represent problems within the website coding or missing files.)
- Website referrers.
- Search query used.
- Hourly summary.
- Daily summary.
- Weekly summary.
- Monthly summary.

Note

The measurement of hits is not the same as actual visitors accessing a website. Each file that is accessed by persons viewing the website is listed as a hit. A web page and three graphics would register as four hits, which is an erroneous number for tracking individual visitors.